

62/11/11

# BENCH BREEZE

FOR FLORISTS AND GROWERS EVERYWHERE

RECEIVED  
SEP 8 1958

U. S. Department of Agriculture

HAymarket 1-6774  
1335 West Randolph Street  
Chicago 7, Illinois

AMERICAN BULB COMPANY  
AMERICAN FLORIST SUPPLY COMPANY




New York Office — 527 Lexington Ave — OXFORD 7-0044

BANTAMUMS - "Say it with Flowers every day"



You will be hearing a lot about the Bantamum Crop. It is a new procedure of developing Mums to provide smaller flower units - short stemmed pieces that are ideally adapted for everyday home and "do it yourself" arrangements.

Mr Cloy Miller, Yoder Bros Chrysanthemum growers, has long advocated the practicability and salability of cut flowers as an important part of our everyday living and home decor.

Flowers for everyday home use are not expensive. Chrysanthemums bring the beauty of nature into the home for a week at less cost per day than package of smokes. Yoders can suggest a "Mum Program" that will bring blooms on weekly basis. The Bantamum procedure is practical for most areas - if it will not work in your clime, we will let you know. See planting chart enclosed.



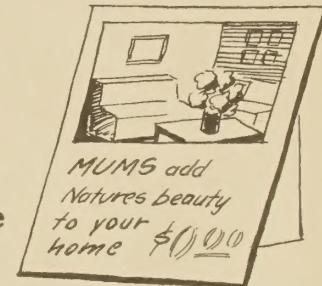
The Mum is traditional "fall football" flower. But real opportunity for selling comes with Mums for those special football week end dinners, parties, buffets. "Talking Banners" on your windows, delivery trucks suggest - "Party time is Mum time" . . . help keep the register ringing during off fall weeks.



"Mum of the week" is easy mail promotion - use charge names from Easter, Mother's Day, Memorial Day. The 2¢ postal is reasonable in cost, a friendly way to tell how cut flowers add charm and beauty to everyday living. Feature a special price - postal cards that arrive Thursday-Friday bring in week-end buyers.

Make "Talking Signs" with Magazine Clippings

The Home & Garden Magazines are heavy with color photos of room arrangements that show flower settings. Paste on display card with color flower pictures. Don't be afraid to price - suggest available varieties. The "Mum" with its exquisite flower is tops for creative home arrangements.



Order now for late July, Aug, Sept bench plantings. Be ready for Sept, Oct, Nov selling time! See special planting sheet enclosed. Some favorites for Bantamum Crop:

		Per 100 cuttings	100-250	300-450	500-950
Iceberg	White		\$ 7.25	\$ 7.00	\$ 6.75
Ensign	"		8.75	8.50	8.25
Snow Crystal	"		8.75	8.50	8.25
Yel. Iceberg	Yellow		7.25	7.00	6.75
Luyona	"		7.50	7.25	7.00
Amber Bright	"		7.50	7.25	7.00
Fred Yule	Bronze		7.75	7.50	7.25
Duchess	"		8.75	8.50	8.25
Br. Jubilation	"		8.75	8.50	8.25
Bunbu	Pink		8.25	8.00	7.75
Laughter	"		7.75	7.50	7.25
Jubilation	"		8.25	8.00	7.75

The above subject to Yoder "earned credit" pricing. Write for details.

# BENCH BREEZE



## Save on ABC high germinating Flower Seed

Now is time to select seed for greenhouse, summer, winter and spring blooming. ABC has been the leading source of flower seed for over 40 years. See ABC Blue Book for prices or write and we'll quote. Special discounts on flower seed purchases -

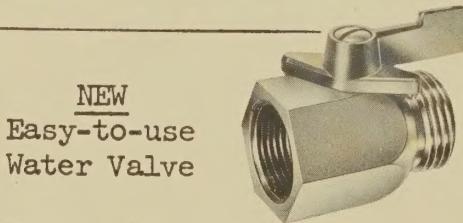
\$ 6 to \$ 25 - 3%	\$151 to \$200 - 10%
26 to 100 - 6%	201 to 300 - 15%
101 to 150 - 8%	301 & over - 21%

## SNAPDRAGONS

WHITE Citation - Twenty Grand - Margaret - Albion - Snowman - Apollo - White Knight  
 BRONZE SHADES Barbara - Cavalcade - Gallant Fox  
 PINK and ROSE Native Dancer - Libby - Whirlaway - Maryland  
 YELLOW Patricia - War Admiral - Broker's Tip - Golden Spike - Seabiscuit  
 LAVENDER Lavender Lady - Bold Venture  
 RED Navajo - Cherokee

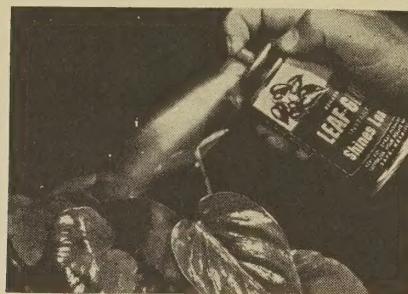
PANSIES ABC De Luxe Mixture - Pacific Giant Hybrids - Color Carnival - Benary's Early Orchid Fl. Giants - Steele's Jumbo Mixture - ABC Super Swiss Giants - ABC Super Maple Leaf Giants - Oregon Giants - Felix - America - ABC Dwarf Swiss Giants.

Don't forget - Cyclamen - Stock - Primula Obconica - Delphinium - Sweet Peas.



Time and water you save is most likely your own! Now a modern valve connection pipe to hose. Machined from solid brass bar - quarter turn spherical plug and seat with quad ring and pressure seal. Wt.  $\frac{1}{2}$  lb.  $3/4$ " fittings. \$1.35 each 6 Valves . . \$7.50

Shiny, leaf green plants sell faster, easier - make for more satisfied customers. Use LEAF-GLOW\*



"Shining Leaves." No more messy wiping or daubing. LEAF-GLOW instantly gives a permanent, lustrous shine with the PRESS of a BUTTON. Absolutely harmless. \*Wonderful retail item - suggest to green plant buyers.

Dozen - \$8.00 Ctn of 24 - \$14.40  
 Giant Size 16 oz. - 1.35 Dozen - 15.00

GREEN-GLO Just spray on with no wiping, no rubbing, no cleaning - it shines as it dries.

Per case 24/8 oz. Bottles . . . . .	\$ 7.00
Per case 12/32 oz. Bottles . . . . .	11.00
Per 1 gal. Bottle . . . . .	3.00
Per doz. Spray Tops (8 & 32 oz.) . . .	1.80



Propagated Under Glass  
Mist Watered  
Healthy Rooted Cuttings

Green Plants - Grown by specialists in Chinese Evergreens, Sansevierias and Philodendrons. Special make-up in assortment - we offer the 1000 price on 250 or more any individual plant or size.

Per 1000

Philodendron Cordatum	2/3 Lf	\$ 50.00
	3/5 Lf	55.00
Nephthytis Variegated	3/5 Lf	55.00
Pothos Wilcoxii	2/3 Lf	50.00
	3/5 Lf	55.00
Pothos Marble Queen	3/5 Lf	100.00
Sansevieria Laurentii	All Sizes	125.00
	3/5 Lf	70.00
Sansevieria Zeylanica	All Sizes	125.00
	3/5 Lf	185.00
Chinese Evergreens Minature	4/6"	250.00
	6/8"	

**NEED IT RUSH-RUSH...USE ABC "AIR-MAILER" ORDER FORM**



You can sell Bulbs better too!

. . . because you have the know-how to help customer select the varieties that make for greatest springtime satisfaction.

ABC buyers have carefully selected the Dutch imported bulbs listed below. Priced so you can make a nice profit and at the same time offer customers a bargain.

Packed in distinctive, eye-catching packages that make for easy selling. These prices good until July 1. (Packed 100 pkgs per case)

FOB Chicago per case - \$40.95

FOB New York per case - 37.75



### TULIPS 11/12 ctm

		Bulbs	Pkgs
		Per	Per
		Pkg	Case
Pride of Haarlem	Red	10	4
Wm Pitt	Dk Red	10	3
Golden Harvest	Yellow	10	5
Princess Elizabeth	Pink	10	3
Princess Marg. Rose	Var.	10	2
Zwanenberg	White	10	1
Queen of Night	Black	10	1
Insurpassable	Purple	10	1
Mixed	All Col.	10	20

### CROCUS 8/9 ctm

Mixed all Var.	All Col.	20	6
Mixed	Blue	20	2
Mixed	Yellow	20	2

### HYACINTHS 15/16 ctm

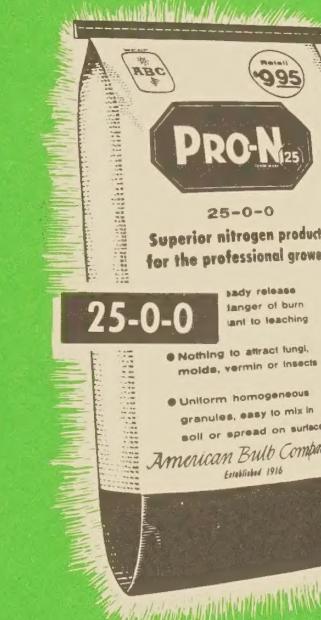
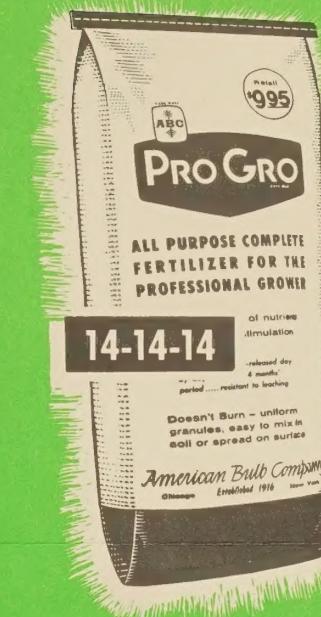
Queen of the Pinks	Pink	5	3
L'Innocence	White	5	3
Bismarck	Blue	5	4

### TULIPS 11/12 ctm (Novelties)

Red Emperor	Red/Yel.	10	10
Blue Parrot	Blue	10	6
Fantasy	Rose Pk.	10	6
Fire Bird	Red	10	4
Rocket	Red	10	6
Eros	Rose	10	4
Mt. Tacoma	White	10	2
Nizza	Var.	10	2

# New INVENTION

fertilizer made special for  
Florists and Growers!



ABC proudly brings this greatest of fertilizer discoveries to our florist and grower friends. Research scientists worked diligently in the O M Scott & Sons laboratories for 10 years. Now ABC PRO GRO and PRO-N25 combine all advantages of both chemicals and organics—without the disadvantages of either.

## Perfect Feeding

**Non-burn** — because of exclusive chemical interlock of plant food sources

**Slow-steady release** — day by day over 3 to 4 months as plants use nutrients

**Uniform**—homogenous granules, easy to mix into soil or to broadcast on surface

**Nothing to rot or decay**—does not attract fungi, molds, vermin or insects

**Mild acidifier**—gentle, sure action

**Clean, crisp, no dust**—easy to use accurately and correctly

## HOW TO USE

### BENCH CROPS

PRO GRO 3 lbs per 100 sq ft of bench area

PRO-N25 2 lbs per 100 sq ft of bench area

### POTTING SOIL

PRO GRO 4" pot full per wheelbarrow load of soil (2 1/2 Bu)

PRO-N25 3" pot full per wheelbarrow load of soil (2 1/2 Bu)

### Important extra benefits without price premium

HALF THE COST OF USING WATER SOLUBLES

PRO GRO - 50 lbs — **\$6.50**  
(\$9.95 retail)

Per ton — \$240.00

PRO-N25 - 40 lbs — **\$6.50**  
(\$9.95 retail)

Per ton — \$240.00

Prepaid delivery on 5 bags or more

ENCLOSED



